

THE NESOR LINE · THE NESOR LINE · THE NESOR LINE · THE NESOR LINE

NESOR #33 *"Color-Etched"* **SNAP-A-PART** **KEY CHAIN**



The "Nesor Snap-A-Part Key Chain" answers the problem of how to do two things at the same time. Now you can easily separate car, home or office keys without the bother of turning off the car or locking doors when you will only be gone for minutes. Everyone will appreciate a gift of the "Snap-A-Part Key Chain," and your sales will increase as satisfied customers think of you in association with the key chain. Your advertising message is distinctively etched in attention-getting colors on a silver or brass-colored background. **NO ART OR DIE CHARGES** on the "Nesor Key Chain." Size: $5\frac{1}{4}" \times 1\frac{1}{4}"$.

Normal production time: 10 weeks
Less than minimum: \$6.00 set-up charge
Shipping weight: 12 lbs. per carton of 150.
Split destination shipments: No extra charge
Individual item shipments: \$.15 each
F. O. B. point: Warehouse in New York

Type of imprinting: Etching with color fill
Colors of imprinting: Any standard color
Normal copy limit: 3 lines; $\frac{1}{4}" \times \frac{1}{2}"$ area
Extra lines: Not available
Copy changes: \$6.00 each
Proofs:

On sample of order \$3.

Personalization: Not available

Normal packaging: In individual gift boxes with cut-out back for inserting key chain
Special packaging: Not available

(3R)

ADVERTISERS' NET PRICES	150-499	500-999	1000-Up
No. 8363-N33	.65	.60	.55

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NESOR #500 *"Color-Etched"* LIGHTER

Today the trend is to slimness, and the "Nesor Etched Lighter" is as modern as today. Slim, compact shape allows the lighter to be easily carried in the pocket without unsightly bulges. The dependable top-action lighter gives a bright flame at the flick of the finger. Your customers will really appreciate this attractive and functional lighter. And every time they use it, you'll be getting valuable advertising exposure. Your advertising message, imprinted in 4 gorgeous colors on a silver, brass or colored background, will really stand out — and there are NO ART OR DIE CHARGES for the "Nesor Lighter!"

Size: 1 $\frac{3}{4}$ " x 2 $\frac{1}{4}$ " x $\frac{1}{2}$ ".

Normal production time: 10 weeks.

Less than minimum: \$6.00 set-up charge.

Shipping weight: 12 lbs. per carton of 100.

Split destination shipments: No extra charge.

Individual item shipments: \$.15 each.

F. O. B. point: Warehouse in New York.

Personalization: Not available.

Normal packaging: In individual cardboard boxes.

Special packaging: Gift boxes with flint wheel, \$.15 each.

Type of imprinting: Etching with color fill.

Colors of imprinting: Any 4 standard colors.

Normal copy limit: On both sides: 1 $\frac{1}{2}$ " x 2" area.

Extra lines: No extra charge.

Copy changes: \$6.00 each.

Proofs: On sample of order \$3.00.

Additional information: Prices include imprinting on both sides of lighter in up to 4 colors.



(3R)

ADVERTISERS' NET PRICES	100-499	500-999	1000-Up
No. 8363-N500	.95	.90	.85

NESOR LIGHTERS ARE LIFETIME GUARANTEED

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NESOR #150

Color-Etched

MONEY CLIP



A triple treat — a pocket knife, a nail file and a money clip. That's exactly what the "Nesor Money Clip" is, because it performs so many jobs, and performs them well. It's all-steel, with case-hardened blades and a spring-

steel clip. For permanent advertising value, your imprint is as many as 4 colors is etched on a durable plate inset that will last indefinitely. Any copy you like can be reproduced. NO ART OR DIE CHARGES. Size: 2" x 1 $\frac{1}{8}$ ".



Normal production time: 2-3 weeks
Less than minimum: \$6.00 set-up charge
Shipping weight: 10 lbs. per carton of 100.
Split destination shipments: No extra charge
Individual item shipments: \$1.15 each
P. O. & bank: Warehouse in New York

Personalization: Not available
Normal packaging: In individual gift boxes

Type of imprinting: Etching with color fill
Colors of imprinting: Any standard colors
Normal copy limit: 1" x 1 $\frac{1}{8}$ " area
Extra lines: Not available
Copy charges: \$6.00 each
Proofs: On sample of order \$3.00
Additional information: Prices include imprinting in up to 4 standard colors
Special packaging: Mailing containers, \$.10 each

ADVERTISERS' NET PRICES	100-499	500-999	1000-Up	(3R)
No. 8363-NESOR	.75	.90	.85	

NESOR #600

Color-Etched

STAPLER



Help customers keep their business and personal papers in order, and win their gratitude, with the "Nesor Etched Stapler." This all-metal stapler with a molded plastic finger pressure knob is a desk device that's been streamlined down in size so that it's easily portable — in pocket, purse or attache case — a perfect gift for home or office. The "Nesor Etched Stapler" can

also be used flat, stapler gun style, for tacking to boards and walls... takes standard-make staples. Individually gift boxed with a 400-staple supply. Best of all, it carries your advertising imprint wherever it goes, permanently etched and in as many as four brilliant colors, with NO ART OR DIE CHARGES of any kind.

Size: 3 $\frac{1}{2}$ " x 1 $\frac{1}{2}$ " x 1 $\frac{1}{8}$ "

Normal production time: 3-7 weeks
Less than minimum: \$6.00 set-up charge
Shipping weight: 20 lbs. per carton of 100.
Split destination shipments: No extra charge
Individual item shipments: \$1.15 each
P. O. & bank: Warehouse in New York

Personalization: Not available

Type of imprinting: Etching with color fill
Colors of imprinting: Any 4 standard colors
Normal copy limit: 2 $\frac{1}{2}$ " x 1 $\frac{1}{8}$ " area
Extra lines: Not available
Copy charges: \$6.00 each
Proofs: On sample of order \$3.00
Normal packaging: In individual boxes
Special packaging: Gift boxes, \$.10 each

ADVERTISERS' NET PRICES	100-499	500-999	1000-Up	(3R)
No. 8363-NESOR	.75	.90	.85	



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NESOR #100
"Color-Etched"
SENIOR WINDPROOF LIGHTER

Smokers know how difficult it is to get a light in a stiff breeze, and appreciate a way to get a sure light. The "Senior Windproof Lighter" is that way. When most smokers smoke at least a pack a day, you'll get wide exposure

for your advertising, with your business ad in 4 colors on both sides of these attractive lighters. They're regular size, with a gleaming chrome finish, and a reliable windproof feature. NO ART OR ILL CHARGES on the "Senior Lighters."

Normal production time: 5-8 weeks
Less than minimum: \$4.00 set-up charge
Shipping weight: 15 lbs. per carton of 100
Split destination shipments: No extra charge
Individual item shipments: \$.15 each
F. O. B. point: Warehouse in New York

Personalization: \$.50

Additional information: Prices include engraving on both sides of lighter in up to 4 colors.

ADVERTISERS' NET PRICES	100-499	500-999	1000-100	(3R)
No. 8363-N100	.95	.90	.85	

Type of imprinting: Etching with color fill
Colors of imprinting: Any standard colors
Normal copy limit: 18" x 2" area
Extra lines: No extra charge
Copy charges: \$6.00 each
Proofs: On sample of order \$3.00
Normal packaging: In individual cardboard boxes
Special packaging: Gift boxes, \$.10 each



NESOR #18
"Color-Etched"
ARISTOCRAT LIGHTER

Today the trend is to slimmer, and the "New Aristocrat Lighter" is as modern as today. Its slim compact shape allows the lighter to be easily carried in the pocket without unsightly bulges. This dependable lighter gives you a

bright flame at the flick of the finger. Your advertising message, imprinted in 4 gorgeous colors on a silver or colored background. There are NO ART OR ILL CHARGES with the "Senior Lighters."

Normal production time: 5-7 weeks
Less than minimum: \$5.00 set-up charge
Shipping weight: 12 lbs. per carton of 100
Split destination shipments: No extra charge
Individual item shipments: \$.15 each
F. O. B. point: Warehouse in New York

Personalization: Not available

Additional information: Prices include engraving on one side of lighter in up to 4 colors, both sides available.

ADVERTISERS' NET PRICES	100-499	500-999	1000-100	(3R)
No. 8363-N18	.95	.90	.85	
No. 8363-N18 with extra imprint on reverse side	1.05	1.00	.95	

Type of imprinting: Etching with color fill
Colors of imprinting: Any 4 standard colors
Normal copy limit: On both sides: 18" x 2" area
Extra lines: No extra charge
Copy charges: \$6.00 each
Proofs: On sample of order \$3.00
Normal packaging: In individual cardboard boxes
Special packaging: Gift boxes with flint wheel, \$.15 each



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NESOR "Engraved" WINDPROOF LIGHTER



World's most wanted, handsomely burnished windproof lighters,
engraved to your specifications.
(SEE ORDER INFORMATION BELOW)

NESOR "Engraved" MONEY CLIP



Money clips serve with three distinct features, performing as a
knife, fingernail file, money clip. Always a wonderfully useful gift.
(SEE ORDER INFORMATION BELOW)

NESOR #118 "Engraved" LIGHTER



Handsomely engraved, the #118 lighter makes for a truly smart,
slim, distinctive gift.
(SEE ORDER INFORMATION BELOW)

ORDER INFORMATION (ABOVE ENGRAVED ITEMS)

Normal production time: 10 weeks
Less than minimum: Not available
Shipping weight: Varies
Split destination shipments: No extra charge
Individual item shipments: \$.15 each
F. O. B. point: Warehouse in New York
Personalization: \$.50
Additional information: No die or art charges

Type of imprinting: Engraving 3 lines. Emblems or
trademarks count as 2 lines.
Colors of imprinting: Any standard colors
Normal copy limit: 1 1/2" x 1/2" area
Extra lines: \$.05 per line
Copy charges: \$6.00 each
Proofs: On sample of order \$3.00
Normal packaging: In individual cardboard boxes
Special packaging: Gift boxes, \$.10 each

120-499	500-999	1000-Up
1.35	1.30	1.25

(3R)

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Senior



Junior



Slim

Cloisonne is one of the finest ways to reproduce and highlight a company emblem, trademark, or insignia. In full color, any shape can be reproduced. Engraving can also be added to further enhance.

(SEE ORDER INFORMATION BELOW)

NESOR "Cloisonne" WINDPROOF LIGHTER



A cloisonne money clip can be a handsome, distinctive gift. Remember, engraving can be added.

(SEE ORDER INFORMATION BELOW)

NESOR "Cloisonne" MONEY CLIP



NESOR #218 "Cloisonne" LIGHTER

Beautiful, distinctive, a handsome sales tool with an unforgotten cloisonne emblem. Also available with engraving.

(SEE ORDER INFORMATION BELOW)

ORDER INFORMATION (ABOVE CLOISONNE ITEMS)

Normal production time: 10 weeks
Less than minimum: Not available
Shipping weight: Varies.
Split destination shipments: No extra charge
Individual item shipments: \$1.15 each
F. O. B. point: Warehouse in New York

Personalization: \$.50

Additional information: No die or art charges

Type of imprinting: Cloisonne
Colors of imprinting: Any 4 standard colors
Normal copy limit: 1" area
Extra lines: Engraving \$.05 per line
Copy charges: \$6.00 each
Proofs: On sample of order \$3.00
Normal packaging: In individual cardboard boxes
Special packaging: Gift boxes, \$.10 each

120-499

1.35

500-999

1.30

1000-Up

1.25

(3R)

**NESOR LIGHTERS ARE
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NESOR #3000 "Hi-Fi" Musical LIGHTER



Normal production time: Imprinted, 12 weeks
Not imprinted, 1 week

Less than minimum: Quotation upon request
Shipping weight: 30 lbs. per carton of 100.
Split destination shipments: No extra charge
Individual item shipments: \$.25 each
F. O. B. point: Warehouse in New York
Personalization: Engraved, \$.60 per name

Additional information: For reproduction of special jingles, add \$10.00 set-up charge. No extra charge for assorted stock jingles. Prices include die and art charges.

ADVERTISERS' NET PRICES	50-499	500-999	1000-Up	(3R)
No. 8363-N3000	5.85	5.45	5.30	
No. 8363-N3000 (Without Imprint)	5.30	5.30	5.30	

Here is true quality at its ultimate - the "Nesor Hi-Fi Musical Lighter." It's precision crafted and incorporates the latest innovations in design and technical skill. No larger than an ordinary cigarette lighter and yet it plays music. There are many tunes to choose from - all are eighteen notes and feature the exclusive Nesor Hi-Fi sound. Here is your chance to capitalize on both the senses of sight and hearing. The lighter literally sings your message to those you wish to reach. Lighter is all brass with heavy chrome plating. A special cut wheel and wind-proof shield assure quick, dependable lights. A beautiful enamel finish carries your advertisement with great prestige. Your copy is faithfully reproduced in permanently baked-on lacquer in any colors you desire. There's no limit to the number of lines of copy; make use of the whole side of the lighter for your imprint.

Size: 2½" x 1½".

Type of imprinting: Baked enamel finish
Colors of imprinting: Any standard colors
Normal copy limit: 1½" x 1½" area
Extra lines: No extra charge
Copy charges: \$6.00 each
Proofs: On sample of order, \$6.00
Normal packaging: In individual gift boxes
Special packaging: Quotation upon request

NESOR #750 "Color-Etched" TABLE LIGHTER



Here is a deluxe table lighter that is truly new and distinctive - a stately gift that will be a handsome addition to an executive's desk or home. It's so easy for your customer to call you after he has become accustomed to reaching for

the lighter with your name displayed on it. This is really soft sell - but effective sell. Your personalized message is very attractively presented and completely encompasses the full body of this beautifully finished lighter. Size: 2½" x 2½".

Normal production time: Imprinted, 5 weeks.
Not imprinted, 2-4 days

Less than minimum: Quotation upon request
Shipping weight: ½ lb. per piece.
Split destination shipments: No extra charge
Individual item shipments: \$.25 each
F. O. B. point: Warehouse in New York
Personalization: Engraved, \$.35 per name

Additional information: Prices include die and art charges.

ADVERTISERS' NET PRICES	25-99	100-299	300-499	500-999	1000-Up	(5R)
No. 8363-N7508	3.25	2.90	2.70	2.50	2.30	

Type of imprinting: Etching with color fill
Colors of imprinting: Any standard color
Normal copy limit: On both sides: 1½" x 2" area
Extra lines: No extra charge
Copy charges: \$6.00 each
Proofs: On sample of order \$3.00
Normal packaging: In individual gift boxes
Special packaging: Quotation upon request



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NESOR "Venus" LIGHTER

Handsome square slide-push lighter available in chromed satin or gold finish with engraving or cloisonné.

(SEE ORDER INFORMATION BELOW)

NESOR "Harp" LIGHTER

Beautiful new harp shape design in chromed satin or gold finish with engraving or cloisonné.

(SEE ORDER INFORMATION BELOW)



NESOR "Imperial" LIGHTER

Executive lighter can be used for both desk and pocket. Available in chromed satin or gold finish with engraving or cloisonné.

(SEE ORDER INFORMATION BELOW)



ORDER INFORMATION (ABOVE ITEMS)

Normal production time: 10 weeks
Not imprinted, 1 week

Less than minimum: \$6.00 set-up charge

Shipping weight: Varies

Split destination shipments: No extra charge

Individual item shipments: \$.15 each

P. O. & post: Warehouse in New York

Personalization: \$.50

Additional information: No die or art charges

Type of imprinting: Engraving 3 lines. Emblems or trademarks count as 2 lines.

Colors of imprinting: Engraving } Any standard colors
Cloisonné }

Normal copy limit: 14" x 12" area

Extra lines: Engraving \$.05 per line

Copy charges: \$6.00 each

Proofs: On sample of order \$3.00

Normal packaging: In individual boxes

Special packaging: Gift boxes, \$10 each

	100-499	500-999	1000-Up
VENUS	1.80	1.70	1.60
HARP	2.15	2.05	1.95
IMPERIAL	1.70	1.70	1.45

(3R)

(Without engraving or cloisonné,
use 1000-up price)

**NESOR LIGHTERS ARE
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NESOR "Convertible" DESK & POCKET LIGHTER



Designed for around-the-clock use, this executive lighter is beautifully color-etched in full color on both sides of lighter.

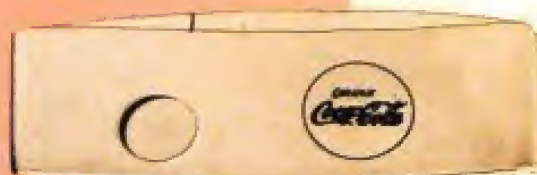
Normal production time: 5-7 weeks
Less than minimum: \$6.00 set-up charge
Split destination shipments: No extra charge
Individual item shipments: \$.15 each
F. O. B. point: Warehouse in New York

Personalization: Not available

Type of imprinting: Etching with color fill
Colors of imprinting: Any 4 standard colors
Normal copy limit: 2 1/2" x 1" area
Extra lines: Not available
Copy charges: \$6.00 each
Proofs: On sample of order \$3.00
Normal packaging: In individual boxes
Special packaging: Gift boxes, \$.10 each

100-299	300-499	500-999	1000-Up	(4R)
1.80	1.65	1.60	1.50	

NESOR "Ace" LIGHTER



Unique new design lighter, flames from either side. Available in chromed satin or gold finish, engraved or cloisonné.

Normal production time: 10 weeks
Less than minimum: \$6.00 set-up charge
Split destination shipments: No extra charge
Individual item shipments: \$.15 each
F. O. B. point: Warehouse in New York

Personalization: \$.50

Normal packaging: In individual boxes
Special packaging: Gift boxes, \$.10 each

Type of imprinting: Engraving or Cloisonné
Colors of imprinting: Engraving 2 colors, Cloisonné 4 colors
Normal copy limit: 2 1/2" x 1" area
Extra lines: Engraving \$.05 per line
Copy charges: \$6.00 each
Proofs: On sample of order \$3.00

100-499	500-999	1000-Up	(3R)
2.15	2.05	1.95	

NESOR "Double Tank" LIGHTER



Extra large fuel supply lighter, seldom needs refilling. Chrome only, with engraving.

Normal production time: 10 weeks
Less than minimum: \$6.00 set-up charge
Split destination shipments: No extra charge
Individual item shipments: \$.15 each
F. O. B. point: Warehouse in New York
Personalization: \$.50

Type of imprinting: Engraving 2 lines
Colors of imprinting: Any 2 standard colors
Normal copy limit: 2 1/2" x 1" area
Extra lines: \$.05 per line
Copy charges: \$6.00 each
Proofs: On sample of order \$3.00
Normal packaging: In individual boxes
Special packaging: Gift boxes, \$.10 each

100-499	500-999	1000-Up	(3R)
1.80	1.70	1.60	

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NEW



NESOR "Color-Etched" 6 FOOT TAPE MEASURE

Brand new, this 6 ft. color-etched tape measure has proven an instant hit. Available in chrome or gold finish, with a gorgeous metallic design on second side.

Normal production time: 5-7 weeks

Less than minimum: Quotation upon request

Shipping weight: 12 lbs. per carton of 100.

Split destination shipments: No extra charge

Individual item shipments: \$.15 each

F. O. B. point: Warehouse in New York

Personalization: Not available

Additional information: Prices include imprinting on one side of Tape, in up to 4 colors.

Type of imprinting: Etching with color fill

Colors of imprinting: Any 4 standard colors

Normal copy limit: 1 1/2" x 2" area

Extra lines: No extra charge

Copy charges: \$.60 each

Proofs: On sample of order \$3.00

Normal packaging: In individual cardboard boxes

Special packaging: Gift boxes, \$.10 each



	100-up	(1R)
Gold	1.35	
Chrome	1.25	



NESOR "Adonis" ASH TRAY



Superb brightly chromed executive ash tray with felt base. Center section is designed to snugly hold our #500 Lighter (See Page 3). Very handsome, the ash tray has two newly designed self-extinguishing cigarette holders. Makes a wonderful companion to our best selling lighter.

Normal production time: 10 days

Less than minimum: \$1.60R

Shipping weight: 12 per carton, 6 lbs.

Split destination shipments: No extra charge

Individual item shipments: \$.15 each

Personalization: Not available

F. O. B. point: Warehouse in New York

Normal packaging: In individual cardboard boxes

Special packaging: Gift boxes, \$.15 each

	100-499	500-999	1000-Up	(3R)
ASH TRAY	1.60	1.50	1.40	
#500 LIGHTER	.95	.90	.85	
(See Page 3)				

**NESOR LIGHTERS ARE
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THE NESOR LINE



NESOR "Beverly" ANTIQUE EMBOSSED LIGHTER

(SEE ORDER INFORMATION BELOW)



NESOR "Beverly" ANTIQUE EMBOSSED MONEY CLIP

(SEE ORDER INFORMATION BELOW)

Fabulously new, the "Beverly" is our latest creation, promising to be an all-time best seller. Handsomely embossed with an antique metallic finish, it's proven to be a top hit. BOTH SIDES are available for embossing copy, trademarks, or company emblem.

The "Beverly" money clip receives a similar smart antique metallic embossing on one side only. Truly novel, a Nesor exclusive!

Normal production time: Lighter 10 weeks
Money Clip 8 weeks
Shipping weight: 12 lbs. per carton of 100.
Split destination shipments: No extra charge
Individual item shipments: \$1.15 each
F. O. B. point: Warehouse in New York or California (1)
Personalization: Not available

Type of imprinting: Embossing — antique metallic
Normal copy limit: On both sides: 1 1/2" x 2" area (Lighter)
One side 1 1/2" x 2" area (Money Clip)
Extra lines: No extra charge
Copy charges: \$6.00 each
Proofs: On sample of item, \$6.00
Normal packaging: In individual cardboard boxes
Special packaging: Gift boxes, \$1.15 each

ADVERTISERS' NET PRICES	100-299	300-499	500-999	1000-Up	(4R)
BEVERLY LIGHTER or MONEY CLIP	1.25	1.05	.95	.90	

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